

REMARKS/ARGUMENTS

In view of the remarks herein, favorable reconsideration and allowance of this application are respectfully requested. Claims 48-56 are pending for further examination.

The Official Action alleges that Applicant has not pointed out why claims 48-56 are patentable in view of the prior art of record. In response, Applicant notes that Discount Store News "New Policy System can Par Suspect Returns, Cut Losses," Discount Store News, Lebhar-Friedman Inc., January 1, 1996, 2 pages (hereinafter "Discount Store News") does not describe the post-sale registration process defined in independent claim 48. More particularly, Discount Store News does not describe "a unique product identifier to be obtained from a product at the point of sale, wherein, after purchase, said unique product identifier and transaction information, including at least a date of sale, are stored in said product registration database as at least part of said information on purchased products," as required by claim 48.

Applicant respectfully submits that claims 49-56 are allowable at least based on their dependence from allowable independent claim 48. Thus, it is believed that this rejection has been overcome.


In view of the remarks herein, favorable reconsideration and allowance of this application are respectfully. Should the Examiner have any questions, he is invited to call the undersigned attorney at the phone number below.

JUNGER
Appl. No. 09/509,021
October 3, 2005

Respectfully submitted,

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